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REVOCATION AND POWER OF ATTORNEY  
For Information Resources, Inc.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REVOCATION AND NEW POWER OF ATTORNEY  
and  
CERTIFICATE UNDER 37 CFR § 3.73(b)  
and  
CHANGE OF CORRESPONDENCE ADDRESS  
and  
REQUEST TO CHANGE ATTORNEY DOCKET NUMBER

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REVOCATION AND NEW POWER OF ATTORNEY

In accordance with 37 C.F.R. Section 1.36, M.P.E.P. Section 402.05 and 402.07, please revoke any existing Powers of Attorney and appoint the following attorneys and/or patent agents to prosecute the applications and/or patents identified in Appendix A hereto, and to transact all business in the Patent and Trademark Office in connection therewith:

All practitioners associated with PTO Customer No. 43520

CERTIFICATE UNDER 37 CFR § 3.73(b)

Information Resources, Inc. hereby certifies that it is the assignee of the entire right, title and interest in the patent application and/or patents identified in Appendix A by virtue of assignment from the respective inventor(s). Appendix A includes a reel and frame number for the assignment of each application identified therein. To the best of my knowledge and belief, title is in Information Resources, Inc., the assignee.

Pursuant to 37 C.F.R. §3.73(b) I hereby declare that I am empowered to sign this certificate on behalf of Information Resources, Inc., the assignee.

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For Information Resources, Inc.

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**CHANGE OF CORRESPONDENCE ADDRESS**

Please direct all correspondence in the application and patent identified in Appendix A  
to:

**Customer No. 43520**

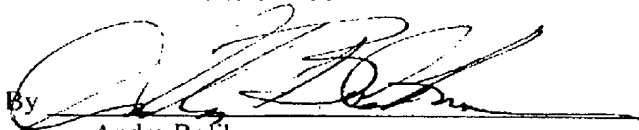
**REQUEST TO CHANGE ATTORNEY DOCKET NUMBER**

Please change the attorney docket number associated with each of the patent and  
application identified in Appendix A to the number listed under the heading, "New Atty. No."

I declare that all statement made herein of my own knowledge are true, and that all  
statements made on information and belief are believed to be true.

Date 9/10/09

By



Andra Boliker  
Vice President and Corporate Counsel  
Information Resources, Inc.

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For Information Resources, Inc.

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**Appendix A**  
**Pending Application**

<b>Property</b>	<b>Title</b>	<b>New Atty. No.</b>	<b>Filing Date</b>	<b>Ass'n Reel</b>	<b>Ass'n Frame</b>
Serial No. 10/783,323	SYSTEM AND METHOD FOR ANALYZING AND CORRECTING RETAIL DATA	IRIC-0009-P01	Feb 20, 2004	014680	0978